



THE CITY OF SAN DIEGO

Publication Date: May 6, 2010

Requesting Department: City Planning & Community Investment Department
202 C Street, 4th Floor
San Diego, CA 92101
(619) 533-6404

REQUEST FOR PROPOSALS

FOR

EUCLID AVENUE AND MARKET STREET VILLAGE MASTER PLAN (H105050)

The City of San Diego (City) is requesting proposals from highly qualified planning firms for consultant services for Euclid Avenue and Market Street Village Master Plan (H105050).

It is the policy of the City to provide equal opportunity in its environmental professional services contracts. Toward this end, proposals from small businesses, disabled owned businesses, women owned businesses, firms owned by African-Americans, American Indians, Asian- Americans, Filipinos, and Latinos, and local firms are strongly encouraged. Prime consultants are encouraged to sub consult or joint venture with these firms. The City endeavors to do business with firms sharing the City's commitment to equal opportunity and will not do business with any firm that discriminates on the basis of race, religion, color, ancestry, age, gender, sexual orientation, disability, medical condition or place of birth. This project has a voluntary Subcontracting Participation Level (SPL) goal of 15%. SPL goals are achieved by contracting with any combination of Minority Business Enterprises (MBE), Women Business Enterprises (WBE), Disadvantaged Business Enterprises (DBE), Disabled Veterans Business Enterprises (DVBE) or Other Business Enterprises (OBE) at the prime or subcontractor level. Definitions of MBE, WBE, DBE, DVBE and OBE are contained in the Request for Proposals (RFP). Attainment of the SPL goal is strongly encouraged, but strictly voluntary.

The City of San Diego will ensure that full access to programs, services, meetings and activities comply with Section 504, Title V, of the Rehabilitation Act and Americans with Disabilities Act (ADA) 1990, Public Law 101-336.

In-depth knowledge and a strong understanding of the local environment, and a local presence for interfacing with the City's project management staff are essential to the successful completion of this project. The proposal must address the consultant's knowledge and understanding of: the City and other local agencies regulations and policies; local environment; and local building codes and other design criteria. The proposal must also address how the consultant plans to interface with the City's project management staff and the consultant's

workforce in San Diego County.

All proposals submitted must be in full accord with the Request for Proposals (RFP) which can be obtained by requesting the RFP **via email** from John Mendivil, Consultant Services Coordinator, at:

jmendivil@sandiego.gov

City of San Diego, Purchasing & Contracting Department
1200 Third Avenue, Suite 200
San Diego, CA 92101

When requesting the RFP, please refer to the specific project title and number, **Euclid Avenue and Market Street Village Master Plan (H105050)**. For questions about RFP procedures please call John Mendivil at (619) 235-5855.

A preproposal conference will be held on, Tuesday, May 18, 2010, 1:00 PM, at San Diego Concourse, North Terrace Room, Rooms 207&208, 202 C Street, San Diego, CA 92101. It is strongly recommended that all interested parties attend. For more information, assistance, to request an agenda in alternative format, or to request a sign language or oral interpreter for the meeting, please contact Karen Bucey, at 619-533-6404 at least five working days prior to the meeting to ensure availability.

Proposals are due no later than **5:00 p.m.**, Tuesday, June 22, 2010, at the location stated in the RFP. This RFP does not commit the City to award a contract or to defray any costs incurred in the preparation of a proposal pursuant to this RFP. The City reserves the right to accept or reject any or all proposals received as a result of this RFP. The City also reserves the right to revise this RFP, including but not limited to the preproposal conference date and the proposal due date. If the City revises the RFP, all RFP holders of record will be notified in writing by the City.

Summary Scope of Services

The proposed mobility and land use master plan study will integrate and connect the Euclid and Market Village area to the surrounding community by creating mixed-use, multi-modal corridors along Euclid Avenue and Market Street, and providing pedestrian and bicycle access along Chollas Creek. The mobility component of the study will provide conceptual plans as a framework for future design work. The land use component of the study would serve to build upon expand the geographic area that was studied in previous Pilot Village and Imperial Avenue Corridor Master Plan efforts. A summary of objectives are to: 1) Improve bicycle and pedestrian access to the 47th Street Trolley Station, and the Euclid Avenue Trolley Station and bus transit center, 2) Provide conceptual plans for pedestrian path along Chollas Creek linking the 47th Street and Euclid Avenue Trolley Stations to improve Trolley access and foster environmental stewardship, 3) Implement a multi-modal mobility network to transform the auto-oriented character of the area, to support the community's Village land use vision, and to better connect the Village to the surrounding community, and 4) Recommend appropriate land uses, densities and design for an expanded Village area to better support transit, enhance the community, and meet regional smart growth objectives for the Community Center and Transit Corridor place types.

This Request for Proposal (RFP) solicits a consultant firm or team to perform and complete specified tasks and projects in relation the Euclid Avenue and Market Street Smart Growth Incentive Program master planning project. A Proposer that offers a multi-disciplinary consulting team is desired to work with staff on the work program that is outlined in this RFP. The work program is anticipated to be completed over 24 months from when the consultant

contract is finalized. The City is seeking requests for proposals from Proposers (Consultant Team) with expertise in the following disciplines:

1. Urban planning (lead firm): Preparation of general and area plans under California Planning Law.
2. Urban design: Analysis and projection of urban form at skyline and pedestrian scales as well as public recreational space.
3. Meeting facilitation
4. Sustainable design and development principals
5. Zoning regulations and ordinances
6. Public facilities, parks systems strategies and phasing plans
7. GIS mapping
8. Visual preference survey
9. Mobility planning and traffic studies
10. Historical resources reconnaissance and archeological studies
11. Noise studies
12. Hazardous materials studies
13. Co-location and buffer strategies
14. Economic/Market/Fiscal Analysis and Studies

Interested parties who have successfully demonstrated an ability to perform Consulting work for a city or public agency of similar size and have a proven record of success in providing planning services are invited to submit a Response to this Request for Proposal (RFP). The remainder of the Scope of Services is contained in the Request for Proposal for Euclid Avenue and Market Street Village Master Plan (H105050), as Exhibit A to the Draft Agreement.